

OPNAVINST 3104.XX  
N09C4  
DRAFT

OPNAV INSTRUCTION 3104.XX

**From:** Chief of Naval Operations  
**To:** All Ships and Stations (less Marine Corps field addressees not having Navy Personnel attached)  
**Subj:** NAVAL VISUAL INFORMATION COMBAT CAMERA PROGRAM POLICY AND RESPONSIBILITIES  
**Ref:** (a) Assistant Secretary of Defense Memo Subj: Management of Federal Information Resources of 5 March 1996 (NOTAL)  
(b) SECNAVINST 3401. (NOTAL)  
(c) DOD Directive 8000.1 (NOTAL)  
(d) OPNAVINST 4000.84 (NOTAL)  
(e) OPNAVINST 4860.7B  
(f) SECNAVINST 5212.5C  
(g) OPNAVINST 5430.48B (NOTAL)  
(h) OPNAVINST 5450.225 (NOTAL)  
**Encl:** (1) Committees  
(2) Definitions

**1. Purpose.** Implement the audiovisual/Visual Information Combat Camera aspects of references (a) through (h); to provide policy guidance necessary to achieve the vision of the annual Navy VI Strategic Plan: to establish Navy Visual Information (VI) Combat Camera (COMCAM) Programs; to establish the Navy Visual Information Steering Committee; to authorize publication of instructions to implement Navy VI Management, Imagery Management, VI Equipment Management, AV and VI Production Management, and Navy Combat Camera (COMCAM) Program; and, to assign responsibilities for the implementation of the Naval Visual Information Program (NAVIP). This is a new instruction and should be read in its entirety.

**2. Background.**

**a.** The 1995 DoD VI Functional Process Improvement (FPI) Study confirmed that fundamental changes and continuing process improvements to Department of Defense (DoD) and Navy VI support, management and COMCAM resources are required.

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b. The new NAVIP provides broad policy guidance. It implements the VI and audiovisual related aspects of references (a) and (b) plus pertinent provisions of the rescinded OMB Circular A-114, which were incorporated into the enclosure of reference (a) (e.g. OMB Circular A-130).

c. Also addressed are changes in the former Naval Imaging Program (NAVIMP) which resulted from the 1992 Auditor General of the Navy report which recommended transferring responsibility for VI equipment requirements, validation, priorities, funding and procurement from the Naval Air Systems Command to the Major Claimants.

**3. Applicability and Scope.** This instruction applies to all Navy activities. The NAVIP includes still and motion imagery, audio, graphic arts, visual aids, models, displays, visual presentation services, and the processes and resources that support them. It also encompasses the DoD term "Visual Information (VI)." Emphasis is placed on controlling proliferation of facilities, equipment, manpower, products, productions and services.

**4. Definitions.** See enclosure (2).

**5. Mission and Role of Naval VI Is to Provide:**

a. Visual Information Documentation (VIDOC) to include: Combat Camera Documentation (COMCDOC), Operational Documentation (OPDOC), Technical Documentation (TECHDOC), and related functions using motion video, still imaging, audio, graphics and other VI systems;

b. Ship/Shore VI Support Centers (VISC) and VI Activities which provide products and services including: motion video, still imaging, graphics (including computer graphics for VI purposes, VI library, presentation services, and other specific VI services needed at base level and afloat.

c. VI products (imaging and graphics) and audiovisual (AV) productions in support of Navy operations, education and training, internal and external information and other functions;

d. VI products to the DoD Records Center;

e. VI functions in support of specific requirements of video teleconferencing (VTC) (including video teletraining and

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telemedicine), interactive courseware (ICW), direct broadcast system (DBS) and other computer/telecommunications/visual information based technology systems.

## **6. Policy**

**a.** A flag officer shall be designated to provide oversight and to establish, maintain, evaluate, and manage the NAVIP and its resources, including the Navy COMCAM Program. In addition, to establish and sponsor the Navy Visual Information Steering Committee (NAVISC) which makes recommendations on VI policy and standards. The NAVISC will consist of representatives as outlined in enclosure (1).

**b.** The Navy will maintain sufficient dedicated resources to provide COMDOC capabilities as required by DoD in accordance with reference (b) and this instruction to support both Navy and Joint requirements.

**c.** Each Major Claimant will maintain a Major Claimant VI Management Office (MCVIMO) at the headquarters level, and will ensure all aspects of the NAVIP are managed and operated in accordance with the instructions authorized in paragraph 1.

**d.** Navy Major claimants will provide the resources to maintain:

(1) General VI support of Navy requirements for VI documentation, production, distribution, records centers, and unit/base/installation level support;

(2) General VI support for Navy education and training, and internal and external information requirements;

(3) Training opportunities and career progression for Navy VI personnel;

(4) VI personnel required to support afloat and overseas commitments on a rotational basis;

(5) As appropriate, dedicated VI support of such activities as medical; intelligence; reconnaissance and surveillance; and research, development, test, and evaluation (RDT&E).

**e.** Major Claimants shall separately budget and account for VI support and equipment by adhering to NAVCOMPT and Navy Accounting and Finance Center regulations, except for Digital

Photo Lab (DPL) equipment and systems for aircraft carrier (CV) photo labs supported by Program Executive Office for Tactical Aircraft Systems (PEOTACAIR (PMA-241)).

**f.** Per reference (b) and the Navy VI Management Instruction authorized in paragraph 1, VI activities shall be consolidated into as few activities as possible within each installation or metropolitan area. Where physical consolidation is not feasible or economical, these activities shall be managed centrally. Joint Visual Information Services (JVIS) may be managed separately.

**g.** The management and operations of VI imaging and graphics activities shall be in accordance with the Imagery Management Instruction authorized in paragraph 1.

**h.** Visual Information equipment shall be managed in accordance with the VI Equipment Management Instruction authorized in paragraph 1.

**i.** Visual Information and Audiovisual (AV) productions shall be managed in accordance with the AV and VI Production Management Instruction authorized in paragraph (1).

**j.** Combat Camera Operations shall be managed in accordance with the Navy Combat Camera (COMCAM) Program Instruction authorized in paragraph 1.

**k.** Visual Information resources, facilities and production requirements common to other DoD components shall be coordinated to ensure optimum use.

**l.** Defense Visual Information centers (DVIC) and DoD VI product distribution centers shall be supported and used.

**m.** Operational test and evaluation of VI equipment shall be coordinated with N09C4 to eliminate unnecessary duplication.

## **7. Responsibilities**

**a.** Chief of Naval Operations (CNO)

(1) The Special Assistant for Public Affairs Support (N09C/Chief of Information (CHINFO)) consistent with reference (b) shall:

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(a) Serve as the flag officer for Navy VI COMCAM to issue policies, guidance, direction, planning, assessment, and procedures and to implement the VI and audiovisual aspects of the instructions authorized in paragraph 1.

(b) Monitor planning and programming for VI COMCAM resources.

(c) Serve as COMCAM warfare sponsor as delineated by reference ( ) (OPNAVINST 3501.320)

(d) Serve as the primary advisor for the Photographer's Mate (PH) rating.

(2) The Assistant for Navy Visual Information (N09C4) shall advise and assist N09C in implementing VI COMCAM plans and policies and provide oversight and evaluation for the effectiveness of VI COMCAM Programs. (See the instructions authorized in paragraph 1.)

**b. The Commander in Chief, U.S. Atlantic Fleet (CINCLANTFLT), Commander in Chief, U.S. Pacific Fleet (CINCPACFLT), and Commander, Naval Reserve Forces (COMNAVRESFOR)** shall each comply fully with the provisions of the Navy Combat Camera (COMCAM) Program Instruction and shall:

(1) Establish, maintain, and promulgate a Strategic Planning Process that promotes the VI process, as stated in the DoD VI Functional Process Improvement Study, and supports validated Operating Forces missions and objectives.

(2) Provide the resources to maintain rapid deployment COMCAM units to support the National Command Authority (NCA), the Chairman of the Joint Chiefs of Staff, the MILDEPS, and the Unified Combatant Commands with a directed imagery capability in support of operational and planning requirements during worldwide crises, contingencies, exercises, and wartime operations.

(3) Develop, maintain, train and equip COMCAM resources to provide visual based documentation of all phases of naval, joint and combined operations, emergencies, exercises, and related activities, as directed.

(4) Develop and maintain Organic (see enclosure (2)) rapid deployment COMCAM VI resources to support military operations, exercises, emergencies, and related activities before, during, and after military engagements.

(5) Ensure Navy COMCAM resources are made available to navy and Joint commanders at all echelons to meet Joint requirements such as State Funeral Plans and augmentation of the Joint Combat Camera Center.

(6) Integrate planning concerned with implementing operations and management actions (Deliberate Planning) for Navy COMCAM Program with other Navy planning systems.

(7) Ensure sufficient COMCAM resources are available to fulfill Force Package requirements to support military operations detailed and tasked via the Joint Operations Planning and Execution System (JOPES).

**c. Major Claimant.** Each Major Claimant shall:

(1) Maintain a MCVIMO to be responsible for all VI matters and implement all VI policy and procedures issued by N09C4.

(2) Ensure a Visual Information Manager (VIM) is designated at subordinate commands and activities to administer and manage VI within the command.

(3) Recommend the establishment and deactivation of VI activities.

(4) Ensure the maintenance of VI Equipment and Material Allowance Lists for subordinate commands.

(5) Ensure proper and effective use of VI resources through annual reviews and periodic on-site inspections.

(6) Ensure review of VI and AV productions for subject matter accuracy and policy compliance and provide validated VI production requirements to N09C4 for the Naval Annual VI Production Program.

(7) Plan, budget, and ensure acquisition and life cycle management for VI equipment, systems and material in accordance with the VI Equipment Management Instruction (authorized in paragraph 1) except for Aircraft Carrier (CV/CVN) digital photo labs supported by Program Executive Office for Tactical Aircraft Systems (PEOTACAIR (PMA-241)).

(8) Ensure VI equipment and inventory management complies with NAVCOMPT and NAVSUP property management directives to

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include acquisition, inventory and disposition of equipment as outlined in the provisions of the VI Equipment Management Instruction authorized in paragraph 1.

(9) Coordinate requirements submitted by commands and activities for new and improved VI equipment, material, techniques and systems and recommend further T&E to N09C4.

**d. Commander Naval Air Systems Command (COMNAVAIRSYSCOM)**  
shall:

(1) Provide centralized funding, acquisition management, logistics support and life cycle management for the transition of Aircraft Carrier (CV/CVN) photo labs to Digital Photo Labs (DPL) by Program Executive Office for Tactical Aircraft Systems (PEOTACAIR (PMA-241)).

(2) Provide configuration management, and technical inputs to VI Equipment and Material Allowance Lists for digital equipment for Aircraft Carrier DPLs.

**e. Commanding Officer, Naval Media Center (NAVMEDIACEN)**  
shall, per reference (b), operate and maintain a single VI and JVIS production activity for the DON that provides:

(1) Primary VI production, product and services support to the DON and, as required, other DoD components and Federal agencies, and;

(2) The central Navy collection and processing point for disposition of motion and still media record imagery into the Defense Visual Information Center (DVIC) and the National Archives per references (b) and (f).

**f. MCVIMOSs and VIMs.** Refer to the instructions authorized in paragraph 1 for detailed guidance on all aspects of the NAVIP.

## **8. Exclusions**

**a.** The following types and uses of VI are excluded from all provisions of this instruction:

(1) Photomechanical reproduction, cartography, medical diagnostic imagery, microfilm and microfiche production.

(2) Command and control information displayed in conjunction with weapon systems.

(3) Acquisition of original imagery collected exclusively for surveillance, reconnaissance, intelligence only when acquired by a dedicated reconnaissance or surveillance platform. Equipment integrated into a dedicated reconnaissance collecting platform is also excluded. This exclusion does not include the processing, exploitation, and further reproduction support of these images.

(4) Productions on the technical, procedural, or management aspects of Navy and DoD cryptological operations.

(5) Facilities, services, and products operated or maintained under SECNAVINST 1700.10C, including "Navy and Marine Corps News".

(6) Commercial entertainment productions and equipment acquired and distributed by the Navy Motion Picture Service.

(7) Visual Information equipment embedded in non-VI systems. The term "embedded" refers to VI equipment which is specifically designed to serve a dedicated or special purpose or function within a non-VI system. Such VI equipment cannot be physically separated or operated to perform a VI function outside the non-VI system. This VI equipment is managed as part of that non-VI system. Such VI equipment cannot be physically separated or operated to perform a VI function outside the non-VI system (e.g.; equipment used in special training applications, VT./VT., medical diagnostic imaging, telemedicine, simulation and integrated courseware/software).

(8) Equipment of a VI nature acquired with non-appropriated funds.

(9) Individual VI activities and their equipment, products, and services when funded by research, development, test and evaluation (RDT&E) organizations and used solely to support research missions.

b. If VI products excluded in subsections 9a(1) through 9a(4) and (9) are used in generating a subsequent VI product such products shall be subject to all provisions of this instruction. VI products excluded from the provisions of this instruction are not excluded from forwarding records in accordance with reference (d).

c. Although standard equipment management practices apply to all Navy equipment, the specific provisions of this instruction do not apply to certain types or uses of VI equipment as follows:  
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(1) Training and synchronization apparatus related to instrumentation recording;

(2) Equipment procured by and for broadcasting purposes and for "Navy and Marine Corps News";

(3) Imaging equipment such as industrial, medical and dental x-rays, CT Scans, MRIs, etc.;

(4) Visual Information equipment used by administrative and security offices solely for identification (ID) purposes;

(5) Office-related support equipment including: word processing equipment; telephone answering devices; xerographic equipment; and microform production and using (viewing and printing) equipment;

(6) Surveillance and monitoring systems including closed-circuit television, testing and medical life-support purposes;

(7) Audio addressing or paging systems.

(8) Equipment dedicated to the Pilot Landing Assist Training (PLAT) Systems, secure flight crew briefing systems, and meteorological information systems;

(9) Historical equipment preserved in museums;

(10) Photomechanical reproduction equipment (lithographic) and graphic arts equipment used solely for the production of illustrations, graphs, or charts produced for the sole purpose of printing in a publication through a lithographic process. Equipment which supports both printing and graphic arts is not excluded.

**9. Action.** All Navy activities shall immediately implement this instruction.

**10. Reports and Forms.** See the Imagery Management Instruction authorized in paragraph 1.

**Distribution:**

SNDL, Parts 1 and 2

SECNAV/OPNAV Directives Control Office  
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## COMMITTEES, WORKING GROUPS, AND PANELS

### Navy Visual Information Steering Committee (NVISC)

1. The purpose of the NVISC is to advise and assist the Special Assistant for Public Affairs Support (N09C) on VI policy, planning, management, and standardization.

2. The NVISC is a permanent body consisting of a representative from the Chief of Information, the Office of the Assistant for Visual Information (N09C4), CINCLANTFLT (N3VI), CINCPACFLT (N315), COMNAVRESFOR (Code 40), BUMED (MED-05B2), CNET (NETPMSA (72)), ONI (34), FLTIMAGCOMPAC and PEOT (PMA-241). The Chair shall be appointed by the Special Assistant for Public Affairs Support (N09C) or his/her designated representative. The CNO (N09C4) shall provide an Executive Secretary who shall be a non-voting member with the responsibilities of recording the minutes and handling assigned administrative duties. Temporary representation may be invited for specific purposes and periods.

3. The NVISC meets semiannually or as requested by a member.

4. Working groups of the NVISC are as follows:

a. The Navy Visual Information Standardization Panel (NVISP) reviews and makes recommendations on VI standards and policies for the standardization of VI resources and to apply appropriate standardization policies. The NVISP serves as a forum for exchanging information and developing standardization, technology planning and associated issues.

(1) The NVISP is a permanent working panel consisting of a representative from the Major Claimants listed in paragraph 2 above. The CNO (N09C4), or designated representative, shall appoint a Chairman. Temporary additional representatives from the Navy Components and other organizations may be designated as non-voting members to provide assistance on VI standardization and related issues or invited for specific purposes and periods. Working groups may be formed to deal with specific tasks.

(2) Non-Government Standards (NGS) should be used to the maximum extent practicable. NAVISP should emphasize the adoption of Commercial Off-The-Shelf (COTS) and non-developmental items in preference to developing Navy-unique material.

(3) The NVISP shall review and recommend NAVIP representatives to serve on applicable elements of the ANSI and other International, National, U.S. and DoD standards organizations.

(4) The NVISP shall meet at least annually or as re-

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quested by a member.

5. The NVISC shall charter such other working groups as may be required to address specific items of interest.

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## VISUAL INFORMATION (VI) DEFINITIONS

**Adopted AV Production.** An AV production produced or commercially acquired by one Component or Federal agency that a DoD Component obtains for its internal use.

**Architecture.** Is used here to describe the structure of components (or elements), their relationships, and the principles and guidelines governing their design and evolution over time. Technical architectures deal with hardware and software systems and how they are designed and configured. Process architectures deal with how and what business practices are carried out to accomplish a function.

**Armament Delivery Recording.** Motion picture, still photography, and video recordings showing the delivery and impact of ordnance. This differs from reconnaissance imagery in that it records the act of delivery and impact and normally is done by the weapon system delivering the ordnance. Used primarily for evaluating strike effectiveness and for combat crew training. It is also one of the principal sources of over-the-target documentation in force employments.

**Audio.** Relates to recording, production, and reproduction of sound, especially the sound portion of a VI production (e.g., a motion picture, videotape, or slide and tape).

**Audiovisual (AV).** One or more of the various audio or visual media other than traditionally printed materials such as books. Included are still photography, motion photography, videography, audio recording and playback, graphic arts, presentation services, and associated support services.

**Audiovisual (AV) Production.** An AV production is distinguished from other VI productions by the combination of motion media with sound in a self-contained, complete presentation, developed according to a plan or script for the purpose of conveying information to, or communicating with, an audience. Includes IVD. (See "VI Production" for the definition of all other forms of production.)

**Audiovisual based.** Is those means and products using the senses of hearing and sight either separately or in combination to communicate ideas or information audiovisually. Not included are books, newspapers, magazines, brochures, and other printed documents.

**Benefit Cost Analysis.** Part of an on-going management oversight process to ensure proper allocation and efficient use of resourc-

es to accomplish agency missions by comparing the value a process adds to the mission in relation to its cost to perform.

**Cable Television System (CATV).** Distributes one or more television programs by modulated radio frequency or other signals through a cable distribution system to standard television or radio receivers of subscribers who pay for such service. CATV facilities are commercially owned and operated.

**Centrally Managed.** A single organization unit or command which determines requirements, provides approval authority, sets standards, acts as an inventory manager or control point, budgets and procures for multiple users.

**Centrally Procured.** Procurement of material, supplies, or services by an officially designated command or agency with funds specifically provided for such procurement for the benefit and use of the entire component or, in the case of single managers, for the military departments as a whole.

**Clearance.** The procedures used to determine release authority for VI products or information proposed for public dissemination. This involves determination that the product or information has no classification, policy, legal, or copyright restrictions that would preclude public access.

**Closed Circuit Television (CCTV).** Point-to-point signal transmission by cable or directional radiation where the audience is limited by physical control or nonstandard transmission.

**Combat Camera (COMCAM).** VI documentation covering air, sea and ground actions of armed forces in combat and combat support operations, and in related peacetime training activities such as exercises, war games, and military operations. (See "Video Documentation").

**COMCAM.** The acquisition of still and motion imagery of military exercises, operations and operations other than war in support of the Navy, National Command Authority, CJCS and Combatant Commands.

**COMCAM Forces.** Rapid deployable teams, specially trained and equipped to acquire, process and transmit classified and unclassified still and motion imagery.

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**Commercial Activity (CA).** An activity operated and managed by a DoD Component that provides to the Government products or services which are available from private commercial sources.

**Commercial VI Production.** A completed VI production, purchased off-the-shelf, i.e., from the stocks of a vendor.

**Communications process.** The exchange of ideas, data, and information, regardless of the forms or technologies used.

**Computer Generated Graphics.** The production of graphics through an electronic medium based on a computer or with computer techniques.

**Consultation Services.** The process of seeking or offering professional or expert advice, guidance, or information.

**Contract VI Production.** A VI production produced by a commercial producer under contract to the DoD.

**Customer Representative (CR).** The CR represents the requesting Component or Agency at the production activity; ensures that the script and production conform to Component or Agency policy and objectives; has approval authority over script and production at established milestones; works with the Component or Agency's Technical Advisor and the production activity's Project Officer to determine or arrange for production logistics support (personnel, facilities and equipment). (See "Technical Advisor".)

**Dedicated VI Activity.** A VI activity whose products and services are provided only to a specified organization or function. Includes activities within deployable elements of the operating forces.

**Defense Automated Visual Information System (DAVIS).** A standard ADP system utilized throughout the DoD for VI management purposes at DoD Component and major command levels. It includes a production data base covering production, acquisition, inventory, distribution, product status, and archival control of AV productions and VI materials; and a VI facilities data base that includes activities, facilities, personnel, and funds.

**Deliberate planning.** Planning concerned with implementing operations and management actions.

**Direct Cost.** Any item of cost (or the aggregate thereof) which may be identified specifically with any objective, such as a product, service, program, function, or project; usually, but not

necessarily, limited to items of material and labor. The distinction between direct and indirect costs is often arbitrary or is based on convenience and cost accounting simplicity without sacrifice of reasonable accuracy in overall costs of specific objectives.

**Dissemination.** The NAVIP initiated distribution of VI products or information to the public.

**Distribution.** The NAVIP initiated forwarding, sending or circulating of VI products and information for internal use or to other governmental agencies.

**DoD Component.** An organization that is part of the office of the Secretary of Defense (and its field activities), one of the Military Departments, part of the Organization of the Joint Chiefs of Staff, one of the Defense Agencies, or one of the Unified and Specified Commands.

**Duplication.** The making of copies from an earlier generation of VI materials including all copies beyond the original or master copy.

**Electronic News Gathering (ENG).** A form of electronic journalism. The application of a portable video system to record newsworthy events.

**End-Item (Equipment).** A final combination of products, component parts, or material that is ready for its intended use (e.g., a photographic enlarger with lenses and negative carriers).

**Environment.** The aggregate of external procedures, conditions, and objects that affect the development, operation, and maintenance of an information system.

**Evaluation.** The process used to determine the amount, value, or benefit of an entity or function.

**Executive Agent.** A DoD Component to which responsibilities and authority have been assigned to carry out certain duties centrally that would otherwise be exercised by the DoD Components individually. An official or office delegated administrative or supervisory responsibility to execute the provisions of a law or government directed programs or duties.

**Film or Video Clip.** A limited form of VI product. An assemblage of motion picture footage or videotape (usually documentary) in

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continuity, usually without editorial or optical effects, and normally without audio except that recorded during the documentation using single system sound or video recording. Simple titles may be used for identification purposes.

**Graphic Arts.** The design, creation, and preparation of two and three dimensional audiovisual based products including charts, graphs, posters, and visual materials for VI productions, VI products, printed publications, displays, presentations, and exhibits prepared manually, by machine or by computer.

**Identifiable Additional Costs.** Costs incurred to support the customer that are above the suppliers normal operating costs.

**Imagery.** The imitation, copy, or representation of a person, place, or entity captured, depicted, fixed, recorded, drawn, or stored on a photochemical, electronic, electro-optical, or mechanical medium for the purpose of reference, display, transmission, storage, or distribution to communicate ideas or information.

**Indirect Costs.** An item of cost (or the aggregate thereof) that is incurred for joint objectives and may not be identified specifically with a single final objective, such as a product, service, program, or project.

**Information.** Any communication or representation of knowledge such as facts, data, or opinions in any form, including textual, numerical, graphic, cartographic, narrative, or audiovisual forms.

**Information Communication Process.** The set of rules or procedures used to collect, process, maintain, transmit, and disseminate information.

**Information Resources.** Refers to both NAVIP information and information technology.

**Information Technology.** Means the hardware and software systems regardless of the technology involved that are operated to accomplish a NAVIP information related function.

**Intelligence Report.** A VI report. An assembly of VI documentation prepared to fulfill a duly assigned responsibility for intelligence collection, analysis or dissemination.

**Interactive.** Refers to VI productions designed for communication applications in which viewers can make decisions prompted by

choices offered in the program which trigger further information and feedback to be presented.

**Interactive Videodisc System (IVD).** A visual medium for instructional delivery that employs the integration of videodisc or compact disc with computer technologies to provide a high degree of interaction between the student and the instructional program. IVD uses a computer driven videodisc or compact disc player to randomly access selected sequences of frames to present visually based interactive courseware.

**Interagency Support.** Support provided by a Military Department or Federal agency for another Military Department or Federal agency.

**Inventory Control Point(ICP).** An organizational unit or activity which is assigned the primary responsibility for the material management of VI material, products, productions, and records. Material inventory management includes cataloging direction; requirements computation; procurement direction; distribution management; disposal direction; and, generally, rebuild direction.

**Joint-Interest Production.** A VI production in which each of two or more DoD Components share some degree of interest, contribute support and intend to use.

**Joint Visual Information Services (JVIS).** VI services operated and maintained by a DoD Component to support more than one DoD organization.

**Life cycle management.** A management process that governs a process or system from conception to final disposition.

**Linear.** Refers to video editing in which each shot or scene is recorded in sequence to create a complete presentation. By contrast non-linear video editing devices allow for scenes to be selected in random order and then be assembled electronically into the final sequence.

**Major Claimant VI Management Office (MCVIMO).** A staff office at the Major Claimant management level, which prescribes and requires compliance with VI policies and procedures and reviews operations.

**Mechanism.** A particular technique or technology for implementing a function.

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**Mixed Media.** A combination of one or more VI media and one or more non-VI media, such as a film strip and accompanying printed material.

**Motion Media.** A series of images, viewed in rapid succession giving the illusion of motion, obtained with a motion picture or video camera.

**Multimedia.** A combination of more than one VI medium used in a single production.

**Naval Imaging.** The collection, processing, storage, retrieval and exploitation of representations through photographic, electronic or electro-optical means in support of Navy missions and tasks. The term includes the DoD term, "Visual Information".

**Navy Combat Camera Program.** A uniform, systematic, and comprehensive life cycle management program to provide and insure availability of complete, accurate, timely, and accessible visual information records of United States naval military operations and activities for decision making, historical and other uses.

**Naval Visual Information Program (NAVIP).** All of the VI functions individually or collectively in the NAVIP and their processes and elements, including products, services, resources, organizations, and information, and their governing and controlling mechanisms.

**Official NAVIP Imagery.** All photographic and video images, regardless of the medium in which they are acquired, stored, or displayed, that are recorded or produced by persons acting for or on behalf of NAVIP activities, functions, or missions.

**Original.** The initial photographic image, photographic or magnetic sound recording, or video recording as compared with subsequent stages of duplication. Frequently referred to as record (VI) material.

**Operational Documentation (OPDOC).** VI documentation of activities to convey information about people, places and things. It is general purpose documentation normally done in peacetime. (See "VI Documentation").

**Optical Instrumentation.** Use of optical systems, coupled with photographic or television recording devices that may include audio, to record scientific and engineering phenomena for measurement and analysis. It may include the recording of data to correlate optical images to time or space positions, or other engineering data.

**Performance Measures.** A significant measure used on its own or in combination with other key performance indicators to monitor how well a business is achieving its quantifiable objectives.

**Performers.** Persons who play dramatic roles, narrate (on or off screen), pose or otherwise perform in VI productions.

**Permanent VI Record Material.** Those VI products which document the organization, functions, policies, procedures, personalities, essential transactions, and significant mission and support activities of the DoD, a DoD Component, or a subordinate element thereof. Includes those VI products containing information that is unique in substance, arrangement or manner of presentation; depicting phenomena; utilizing or depicting new technology; representing an advance in the state-of-the-art; and/or having current or potential value from an historical perspective.

**Photography.** The process or art of rendering optical images on sensitive surfaces by electronic or chemical action stimulated by light or other forms of radiant energy such as x-rays or infrared radiation.

**Photojournalism (PJ) (PHOJO).** Conveying a story through still photography of a significant DoD event, normally to support the news media or internal DoD publications.

**Planning.** The process of plotting or designing a scheme of arrangements of methods, actions or procedures to be implemented to accomplish a project or defined purpose.

**Preprint Material.** For motion picture, all original picture and sound material, organized in finished, synchronized form as matrices for the reproduction of projection prints directly from "A" and "B" rolls or from an internegative. (The equivalent in video is the edited master.)

**Process.** A definition of how and in what sequence one or more business functions are to be carried out in a system. A business function is what a business needs to do; a process is what a system needs to do; a mechanism is how the system does it.

**Production Costs.** All direct and indirect costs incurred from the time of activation through approval of the first acceptance copy of the production. This does not include the cost of copies for distribution.

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**Production Files.** The textual records which pertain to each VI production.

**Proprietary VI Production.** A completed VI production, including IVD, acquired from a proprietary source, either profit or non-profit. Includes commercial VI productions.

**Ready Access File.** A collection of VI products, in one or more formats, for which there is a frequent requirement, which are maintained at a customer service point for issue to authorized customers at the time of request to reduce delays in service. Once in a ready access file, items may be kept in this status as long as demand justifies.

**Released.** Refers to the determination made by the NAVIP that a NAVIP VI product is authorized to be provided to the public.

**Reproduction.** The making of copies from an earlier generation of VI materials. It includes all copies beyond the original or master copy.

**Retrieval.** The processes associated with recovering or withdrawing VI materials from interim or archival storage or filing.

**Seamless.** A mechanism in which its operating processes and connections are transparent to the user.

**Semi-current Records.** Records, not qualifying as current records, required so infrequently in the conduct of current business that they should be moved to, and maintained by, a records center.

**Still Photography.** The medium used to record still imagery; includes negative and positive images.

**Strategic planning.** The planning that provides for broad long term guidance to shape the direction and set priorities for a function or organization.

**Tangible audiovisual based end-items.** The NAVIP VI Products resulting from accomplishing the NAVIP.

**Technical Advisor (TA).** A component or agency representative having detailed knowledge of the subject matter of a VI production requested by a Component or Agency. He is assigned to assist the production activity by ensuring technical accuracy of a production script and the production itself. Additionally, the TA, with the Command Representative and the production activity's project officer, is responsible to arrange for production logistic support (personnel, facilities and equipment).

**Technical Documentation (TECDOC).** VI documentation (with or without sound as an integral documentation component) of an actual event made for evaluation purposes. Typically, TECDOC contributes to the study of human or mechanical factors, procedures, and processes in the fields of medicine; science; logistics; research, development, test and evaluation; intelligence; investigations; and armament delivery.

**Technical Guidance.** Specialized or professional guidance and direction exercised by an authority of the naval establishment in technical matters.

**Technical Report.** A VI report. An assemblage of TECDOC (still or motion media) to report on a single mission or project-related event.

**Video.** Electronic recording and playback of imagery.

**Videography.** Recording, processing, or displaying visual imagery electronically.

**Video-teleconferencing.** Two-way electronic voice and video communication between two or more locations; may be interactive voice and video, or two-way voice and one-way video; includes full-motion video, compressed video, and freeze (still) frame video.

**Visual aid.** A type of VI product in any of the audiovisual based formats designed to help communicate information.

**Visual Information (VI).** Use of one or more of the various visual media with or without sound. VI includes still and motion picture, photography, video recording with or without sound, graphic arts, visual aids, models, displays, visual presentation services, and the support processes.

**Visual Information System.** Equipment or a group of equipment components (including IVD and/or visually based equipment) which performs a VI function, produces a VI product, or provides a VI service.

**VI Activity.** An organizational element or a function within an organization in which one or more individuals are classified as VI, or whose principal responsibility is to provide VI services. VI activities include those that do the following:

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- a. expose and process original photography;
- b. record, distribute, and broadcast electronically (video and audio);
- c. reproduce or acquire VI products;
- d. provide VI services;
- e. distribute or preserve VI products;
- f. prepare graphic artwork;
- g. fabricate VI aids, models, and displays;
- h. provide presentation services or manage any of these activities.

**VI Distribution.** The cataloging and distribution process of the central distribution activities and the loan operations of base VI activity libraries. The processes used to convey VI products to users.

**VI Documentary Activity.** The process of objective factual capture and recording of events or activities using audiovisual based imagery and audio.

**VI Documentation (VIDOC).** Motion media, still photography, and audio recording of technical and non-technical events, while occurring, and usually not controlled by the recording crew. VIDOC encompasses COMCAM, OPDOC, and TECDOC.

## **VI Equipment**

**a. Production.** Items used for the recording, producing, reproducing, processing, broadcasting, editing, distribution, exhibiting, and storing of VI. Includes professional still, motion picture and video cameras; editing equipment, telecine equipment, audiotape and cassette duplicators; computer generated graphics systems; film and paper processing equipment photographic printers.

**b. Non-production.** Items used to maintain, repair, store, retrieve, exhibit or otherwise provide for the use of VI products. Includes videotape/disc players and television monitors; interactive video equipment; slide, film strip; motion picture, overhead, opaque and video projectors.

**c. Other.** When items that could otherwise be identified as VI equipment are an integral part of a non-VI system or device (existing or under development), they shall be managed as a part of that non-VI system or device.

**VI Facility.** A building or a space within a building or ship, owned or operated by the Federal Government, that houses an authorized VI activity. Transportable or portable VI equipment (such as a video recording van or portable VI equipment used in a temporary housing) also shall be classified as a VI facility.

**VI Functions.** The individual VI processes of photography, videography, graphic arts, VI production, duplication, distribution, records preservation, presentation and related technical services that support the NAVIP and its missions.

**VI Library.** A VI facility which loans and maintains VI media and equipment.

**VI Management Office (VIMO).** A staff office at the CNO, major claimant (MCVIMO), major command or other management level, which prescribes and requires compliance with policies and procedures and reviews operations.

**VI Materials.** A general term which refers collectively to all of the various VI still and motion films, tapes, discs, or graphic arts. Includes the original, intermediate and master copies, and any other recorded imagery.

**VI Management Office (VIMO).** A staff office at the component headquarters, major command or equivalent, or at other management levels which prescribes VI policies and procedures and reviews and oversees its portion of the NAVIP.

**VI Personnel.** Personnel possessing professional and technical knowledge, skills, and qualifications to perform or support the VI functions.

**VI Production.** The process of combining or arranging any separate audio or visual product(s) in continuity in a self-contained, complete presentation that is developed according to a plan or script for conveying information to, or communicating with, an audience. A VI product is also the end item of the production process. The special kind of VI production that combines motion media with sound is further defined as "AV production." Used collectively, VI production refers to the functions of procurement, production, or adoption from all

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sources; i.e., in-house or contract production, off-the-shelf purchase, or adoption from another Federal agency.

**VI Products.** VI media elements such as motion picture and still photography (photographs, transparencies, slides and film strips), video and audio recordings (tape or disc), graphic arts (including computer generated products), models, and exhibits. The "VI production" is a unique form of VI product and usually is addressed separately.

**VI Records.** VI materials, regardless of format, and related textual records produced by the NAVIP.

**VI Records Center.** A facility, sometimes specially designed and constructed, for the low-cost and efficient storage and referencing of semi-current records pending their ultimate disposition.

**VI Report.** VI documentation assembled to report on a particular subject or event.

**VI Records Center.** A facility specially designed for efficient low-cost temporary storage, referencing, and retrieval of VI records prior to final disposition.

**VI Resources.** The personnel, facilities, equipment, products, budgets, and supplies which comprise the NAVIP.

**VI Services.** Those actions of the NAVIP that:

- a. Result in obtaining a VI product;
- b. Support the preparation of a completed VI production such as photographing, processing, duplicating, sound and video recording, instrumentation recording, film to video transferring, editing, scripting, designing, and preparing of graphic arts;
- c. Support existing VI products such as distribution and records center operations;
- d. Use existing VI products, equipment, equipment maintenance, and activities to support other functions such as projection services, operation of conference facilities, video-teleconferencing, or other presentation systems.

**VI Support Center (VISC).** The VI activity that provides general support to all installation, base, facility or site organizations or activities. It may include: motion picture, still photo, television and audio recording for non-production documentary purposes, their laboratory support, graphic arts, VI library and presentation services.

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**VI System.** Equipment or a group of equipment (including IVD and/or visually based equipment) which performs a VI function, produces a VI product, or provides a VI service.

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